UTILIZATION OF SINGLE RELATIONAL POLYMORPHISMS FOR DATA ANALYSIS AND TARGETED MARKETING

ABSTRACT OF THE DISCLOSURE

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Methods and apparatus are described for analyzing data in a relational database in which a plurality of attributes are stored for each of a plurality of individuals. The plurality of attributes includes at least one attribute relating to gaming behavior associated with the corresponding individual. Selected ones of the plurality of attributes associated with each of

10   a first subset of the individuals are compared with the selected attributes associated with others of the first subset of individuals to determine at least one difference among the plurality of attributes according to which the first subset of individuals may be divided into further subsets of the individuals. Each of the individuals in the first subset has at least one of the plurality of attributes in common.

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